

UPLAND

MEDIA KIT

REBUILD THE WORLD.

Your forever real-world city-builder game.

One shared map. Real addresses. A player-driven economy.

Uplandme, Inc. · www.upland.me

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About Upland

Upland is a persistent, collaborative city-builder game mapped to the real world. Hundreds of thousands of players, called Architects, buy, develop, and trade properties tied to actual addresses across 50+ cities. They share one map that never resets, a player-driven economy that has generated over \$20M in player-to-player trades, and a growing civilization of digital residents called Uppies who are starting to notice that their world might not be entirely natural.

One system, many ways to play: properties produce Troves, Troves combine through Recipes into goods that Uppies request, Uppies notice, and the harder you play, the more the city compounds. The game rewards both competition — trading, flipping, treasure hunting, leaderboards — and collaboration — neighborhood building, service coverage, plant care, farming, commerce.

The economy runs on three purpose-built in-game currencies — UPX for trading, SPARKLET for building and resources, STEM for Life — and a regulated marketplace where eligible digital assets can be sold for USD and, after identity verification, withdrawn to PayPal through payment partner Thunes.

No map resets since 2019. Assets are owned by the players.

Uplandme, Inc. is a Delaware corporation headquartered in Silicon Valley, co-led by co-CEOs Dirk Lueth and Idan Zuckerman with a global team across the US, Ukraine, Colombia, Brazil and the UK.

Mission, Vision & Differentiation

Mission

To build the world's first forever city-builder game where real people shape virtual places mapped to real addresses, own what they create, and share a living economy that rewards strategy, creativity, and community.

Core Mantra

Rebuild the World.

Vision & Purpose

Games reset. Progress disappears. Economies are controlled by algorithms. Upland exists to prove there's a better model: a persistent, collaborative simulation where decisions compound, assets hold lasting value, digital residents react to what players build, and real competition sits next to real collaboration.

The next generation of interactive entertainment won't be disposable. It will be permanent, shared, and shaped by the people who play it. The most valuable game IP of the next decade won't just be played. It will be lived.

Why Upland is Different

- **One shared, persistent map.** Every player builds on the same global map tied to real-world addresses. Nothing resets.
- **One system, many ways to play.** Plan & Build, Trade & Earn, Grow Life, Race & Move, Explore & Discover, Create & Show — six surface activities, one underlying loop.
- **Open, player-driven economy.** Over \$20M in player-to-player trades. Supply, demand, and strategy set every price.
- **Real-world mapping.** 50+ actual cities across multiple continents.

- **Dedicated, transparent blockchain (Appchain).** Every property, structure, Uppie, and key transaction is recorded on-chain and verifiable on the public block explorer at ledger.upland.me.
- **Competition with real stakes.** Property trading, collections, treasure hunts, leaderboards, gamified seasonal earnings, Resident, Commerce, and Influence Scores.
- **Collaborative city building.** Neighborhoods thrive through collective activity – service structures, living units, plants, office structures, and commerce.
- **Residents are the scoreboard.** Uppies are living digital residents who react to what players build. Resident, Influence, and Commerce Scores measure success.
- **Living ecosystem and property production.** Life brings plants, farming, and animals into the world, powered by STEM. Properties become living, producing environments.
- **The real economy, end to end.** Three purpose-built in-game currencies plus a regulated USD marketplace, live since 2020.
- **Community as moat.** Seven-plus years of accumulated assets, social bonds, creator economies, and shared history.
- **Lifestyle IP system.** Identity (the Architect), Ritual (durable habits), and Worldview (real places matter, permanence is a virtue) compound cultural relevance as the economy compounds value.

At a Glance

Key facts about Upland and Uplandme, Inc.

Company	Uplandme, Inc. (Delaware C-Corp)
Headquarters	Silicon Valley, California, USA
Founded	2018; live to players since 2019
Co-CEOs	Dirk Lueth (Ph.D.) & Idan Zuckerman
Co-Founders	Dirk Lueth, Idan Zuckerman, Mani Honigstein
Category	Persistent, collaborative city-builder game / lifestyle IP
Cities	50+ real-world cities across multiple continents
Player Sign-ups	4M+ accounts
USD Trades	\$20M+ in player-to-player trades, lifetime
In-Game Currencies	UPX (trading) · SPARKLET (resources) · STEM (Life)
Blockchain	Upland Appchain (dedicated). Public explorer: ledger.upland.me
External Token	SPARKLET as ERC-20 on Ethereum and Base, can be bridged in and out of Upland.
Fiat Exit	Regulated USD marketplace, live since 2020; withdraw to PayPal via Thunes (KYC required, regional availability applies)
Platforms	iOS, Android, web

Leadership

Dirk Lueth, Ph.D.

*Co-Founder & Co-CEO, Uplandme, Inc. · Co-Founder & Chairman, OMA3
(www.oma3.org)*

Based in Silicon Valley, Dirk is a serial entrepreneur and an early adopter of blockchain and related technologies. In addition to being co-founder and co-CEO of Uplandme, Inc., Dirk is also the co-founder of the Open Metaverse Alliance for Web3 (OMA3). He is a bestselling author, podcast host, and frequent speaker on blockchain, platform economics, AI, and startups.

Previously, Dirk co-founded European and US-based FinTech and digital media companies, including the Financial Times Deutschland and Forbatec, which SunGard acquired (now NYSE:FIS). Dirk has mentored over 30 startups through his work at international startup accelerators in Silicon Valley. He studied Business Administration in Frankfurt and Paris and earned a Ph.D. from the European Business School in Germany, where he wrote his doctoral thesis on private and state-controlled currencies. At Upland, Dirk drives marketing & brand management, business development, finance & investor relations, and the three-currency economy.

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Idan Zuckerman

Co-Founder & Co-CEO, Uplandme, Inc.

Idan is a Silicon Valley-based entrepreneur with more than two decades of experience spanning consumer internet and gaming. Over that career, he has developed a deep specialty in building and leading high-performing product and engineering organizations—translating ambitious ideas into shipped, scalable experiences that resonate with players.

As Co-Founder and Co-CEO of Upland, Idan owns the company's product and engineering vision end to end. He guides the teams behind Upland's 50+ mapped cities, its core game mechanics, and the three-currency economy that powers the player-driven marketplace. He also oversees the company's dedicated appchain

infrastructure and the live-ops cadence that keeps the experience fresh, ensuring Upland continues to evolve as a persistent, real-world city-builder at scale.

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Pavlo Kyrylovskyi

Head of Product Delivery, Uplandme, Inc.

Pavlo leads product delivery, quality assurance, and support at Upland, overseeing the engineering and QA organization that ships the game across iOS, Android, and web. He has been with Upland since its earliest days as a 2019 founding contributor and built out the Mykolaiv, Ukraine engineering hub that powers a significant share of the company's development. Under Pavlo's leadership, the delivery org has scaled the platform from a single-city pilot to 50+ live cities, a dedicated appchain, the Uppie Marketplace, Construction Hub, and the Trove-and-Recipe production system.

LinkedIn: [linkedin.com/in/pavel](https://www.linkedin.com/in/pavel)

David Paskett

Head of Content & Community, Uplandme, Inc.

David leads Content Creation and Community at Upland, owning the relationship between the company and the hundreds of thousands of Architects who play, trade, and build in the simulation every day. He joined Upland in 2020 to build out the community-management function and now oversees community support, content, creator relations, mayoral programs, and the day-to-day cadence of communication across Discord, X, YouTube, and in-game channels. David is a frequent on-camera voice for the company and a regular speaker at industry events on community content, gaming communities, and the real-world city-builder thesis.

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Press Contact & Channels

Press & Partnerships

For interviews, media requests, partnership inquiries, and asset requests, contact media@upland.me.

Official Channels

Website	upland.me
Block Explorer (Appchain)	ledger.upland.me
X / Twitter	@UplandMe
Discord	discord.com/invite/upland
YouTube	youtube.com/@UplandMe
Medium	uplandme.medium.com
LinkedIn	linkedin.com/company/uplandme
Instagram	instagram.com/upland.me/
TikTok	tiktok.com/@officialuplandme

The company's logos and photos of the founders can be downloaded [here](#).

This media kit is subject to change. Upland constantly updates its features and mechanics. Always check its website for latest developments and launches.